

## ORDER



**Orders**  
**Order / Rev:** 707167 - 1  
**Alt Order #:** 06282811  
**Product Desc:** NELSON FOR FL SENATE  
**Estimate:** 550  
**Flight Dates:** 08/22/12 - 09/03/12  
**Original Date / Rev:** 08/16/12 / 08/22/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Abar Hutton Media/ POL  
**Buying Contact:** Shelli Hutton  
**Billing Contact:**  
 6190 Grovedale Court Suite 200  
 Alexandria, VA 22310

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Nelson, B/ D / US Senate  
**Demographic:** A35+  
**Product Codes:** PL-US Senate  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	23	\$11,110.00	\$9,443.50
08/27/12	09/03/12	41	\$21,545.00	\$18,313.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	23	\$11,110.00	\$9,443.50	0.00
September 2012	41	\$21,545.00	\$18,313.25	0.00
<b>Totals</b>	<b>64</b>	<b>\$32,655.00</b>	<b>\$27,756.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WTSP-TV	21%	\$32,655.00
Market	100%	\$155,500.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	13%	\$20,215.00
WFTS	25%	\$38,875.00
WMOR	2%	\$3,110.00
WTOG	2%	\$3,110.00
WTTA	3%	\$4,665.00
WTVT	27%	\$41,985.00
WVEA	0%	\$0.00
WWSB	7%	\$10,885.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	08/23/12	08/24/12	M-F 8-9a The Early Show	CM	8-9a	---TF--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	---TF--			2		\$250.00		0.00				
2	WTSP	08/22/12	08/23/12	M-F 930-10a Millionaire M, W, F/Paid T, Th	CM	930-10a	--WT---	:30	2	\$140.00	P-3	0.00	NM	2	\$280.00

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Alt Order #: 06282811  
Flight Dates: 08/22/12 - 09/03/12

Advertiser: Nelson, B/ D / US Senate  
Product Desc: NELSON FOR FL SENATE  
Estimate: 550  
**WTSP-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WTSP	08/22/12	08/23/12	M-F 930-10a Millionaire M, W, F/Paid T, Th	CM	930-10a	-- WT---	:30	2	\$140.00	P-3	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- WT---		2				\$140.00		0.00			
3	WTSP	08/23/12	08/24/12	M-F 10-11a Studio 10	CM	10-11a	--- TF--	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--- TF--		2				\$100.00		0.00			
4	WTSP	08/22/12	08/22/12	Price Is Right Price Is Right	CM	11a-12p	-- W----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- W----		1				\$750.00		0.00			
5	WTSP	08/24/12	08/24/12	Y&R Young and the Restless	CM	1230-130p	---- F--	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---- F--		1				\$850.00		0.00			
6	WTSP	08/24/12	08/24/12	B&B Bold and Beautiful	CM	130-2p	---- F--	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---- F--		1				\$850.00		0.00			
7	WTSP	08/23/12	08/23/12	M-F 5-530p 5-530p 10 News	CM	5-530p	--- T---	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--- T---		1				\$400.00		0.00			
8	WTSP	08/23/12	08/23/12	M-F 530-6p 10 News at 530p	CM	530-6p	--- T---	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--- T---		1				\$400.00		0.00			
9	WTSP	08/22/12	08/24/12	M-F 6-630p 6-630p 10 News	CM	6-630p	-- W-F--	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- W-F--		2				\$500.00		0.00			
10	WTSP	08/24/12	08/24/12	CBS Evening News CBS Evening News	CM	630-7p	---- F--	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---- F--		1				\$600.00		0.00			
11	WTSP	08/22/12	08/22/12	7-730p Inside Edition	CM	7-730p	-- W----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-- W----		1				\$600.00		0.00			
12	WTSP	08/23/12	08/23/12	10 News Special 10 News Special	CM	10 News Special	--- T---	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--- T---		1				\$600.00		0.00			
13	WTSP	08/23/12	08/23/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	--- T---	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--- T---		1				\$1,500.00		0.00			
14	WTSP	08/25/12	08/25/12	LN (Sa) Late News (Sa)	CM	Sa 11-1135p	----- S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----- S-		1				\$800.00		0.00			
15	WTSP	08/26/12	08/26/12	LN (Su) Late News (Su)	CM	Su 11-1135p	----- S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----- S		1				\$1,200.00		0.00			
16	WTSP	08/24/12	08/24/12	Late Late Show Late Late Show	CM	1237-137a	---- F--	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Alt Order #: 06282811  
Flight Dates: 08/22/12 - 09/03/12

Advertiser: Nelson, B/ D / US Senate  
Product Desc: NELSON FOR FL SENATE  
Estimate: 550  
**WTSP-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	WTSP	08/24/12	08/24/12	Late Late Show Late Late Show	CM	1237-137a	----F--	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----F--		1				\$100.00		0.00			
E 17	WTSP	08/25/12	08/25/12	Sat 6-8a 10 News, 6am Saturday	CM	Sat 6-8a	-----S-	:30	2	\$40.00	P-4	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-		2				\$40.00		0.00			
18	WTSP	08/26/12	08/26/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S		1				\$400.00		0.00			
19	WTSP	08/28/12	08/31/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	-TW-F--	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TW-F--		3				\$250.00		0.00			
E 20	WTSP	08/28/12	08/30/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A	-TWT---	:30	3	\$140.00	P-3	0.00	NM	3	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWT---		3				\$140.00		0.00			
21	WTSP	08/29/12	08/30/12	M-F 10-11a Studio 10	CM	10-11a	--WT---	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--WT---		2				\$100.00		0.00			
22	WTSP	08/29/12	08/30/12	Price Is Right Price Is Right	CM	11a-12p	--WT---	:30	2	\$750.00	P-3	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--WT---		2				\$750.00		0.00			
23	WTSP	08/27/12	08/30/12	M-F CBS Soaps Young & Restless/Bold & Beauti	CM	M-F 1230-2p	M-T---	:30	2	\$850.00	P-3	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-T---		2				\$850.00		0.00			
24	WTSP	08/27/12	08/30/12	B&B Bold and Beautiful	CM	130-2p	M-T---	:30	2	\$850.00	P-3	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-T---		2				\$850.00		0.00			
25	WTSP	08/28/12	08/30/12	M-F 5-530p 5-530p 10 News	CM	5-530p	-TWT---	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWT---		3				\$400.00		0.00			
26	WTSP	08/27/12	08/30/12	M-F 530-6p 10 News at 530p	CM	530-6p	M-WT---	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-WT---		3				\$400.00		0.00			
27	WTSP	08/28/12	08/31/12	M-F 6-630p 6-630p 10 News	CM	6-630p	-T--F-S	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T--F--		3				\$500.00		0.00			
28	WTSP	08/29/12	08/31/12	CBS Evening News CBS Evening News	CM	630-7p	--W-F--	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--W-F--		2				\$600.00		0.00			
29	WTSP	08/28/12	08/28/12	7-730p Inside Edition	CM	7-730p	-T-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-----		1				\$600.00		0.00			
30	WTSP	08/27/12	08/29/12	10 News Special 10 News Special	CM	10 News Special	MT-----	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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 Estimate: 550  
**WTSP-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
30	WTSP	08/27/12	08/29/12	10 News Special 10 News Special	CM	10 News Special	MT-----	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MT-----		2				\$600.00		0.00			
31	WTSP	08/29/12	08/29/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	--W----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--W----		1				\$1,500.00		0.00			
32	WTSP	09/01/12	09/01/12	LN (Sa) Late News (Sa)	CM	Sa 11-1135p	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S-		1				\$800.00		0.00			
33	WTSP	09/02/12	09/02/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S		1				\$1,200.00		0.00			
34	WTSP	08/28/12	08/31/12	Late Late Show Off-time Late Late Show Off-time	CM	1250-150x	-TWT---	:30	2	\$100.00	P-4	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWT---		2				\$100.00		0.00			
E 35	WTSP	09/01/12	09/01/12	Sat 6-8a 10 News, 6am Saturday	CM	Sat 6-8a	-----S-	:30	1	\$40.00	P-4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S-		1				\$40.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTSP	08/27/12-09/02/12	Sat 6-8a		Sat 6-8a	-----Sa--	:30		<del>(\$40.00)</del>		0.00	NM		
	Credited [stp 8/25]														
36	WTSP	09/01/12	09/01/12	Sat 6-630p Sat 6-630p 10 News	CM	Sat 6-630p	-----S-	:30	1	\$175.00	P-4	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S-		1				\$175.00		0.00			
37	WTSP	09/03/12	09/03/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----		1				\$250.00		0.00			
38	WTSP	09/03/12	09/03/12	Price Is Right Price Is Right	CM	11a-12p	M-----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----		1				\$750.00		0.00			
39	WTSP	09/03/12	09/03/12	M-F 5-530p 5-530p 10 News	CM	5-530p	M-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----		1				\$400.00		0.00			
40	WTSP	09/03/12	09/03/12	M-F 530-6p 10 News at 530p	CM	530-6p	M-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----		1				\$400.00		0.00			
41	WTSP	09/03/12	09/03/12	CBS Evening News CBS Evening News	CM	630-7p	M-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----		1				\$600.00		0.00			
42	WTSP	09/03/12	09/03/12	7-730p 10 News, 7pm M-F	CM	7-730p	M-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----		1				\$600.00		0.00			
43	WTSP	09/03/12	09/03/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	M-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

**WTSP-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
43	WTSP	09/03/12	09/03/12	LN (M-F)	CM	M-F 11-1135p	M-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
				LN (M-F)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----		1				\$1,500.00		0.00			
													Totals	64	\$32,655.00